



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

March 4, 2015

NOTICE OF CONTINUATION OF THE CALIFORNIA BLUEBERRY COMMISSION

TO ALL INTERESTED PARTIES:

The California Department of Food and Agriculture (Department) held a public hearing on December 15, 2014 in Sacramento, California to consider the continuation of the California Blueberry Commission (Commission). The Department is required under the Commission Law to conduct such a hearing every five years to provide an opportunity for blueberry producers, handlers, and the general public to comment on the usefulness and effectiveness of the Commission.

Based on the testimony and evidence introduced into the hearing record, the Department has found that a substantial question does not exist among eligible blueberry producers and handlers as to whether the Commission is fulfilling its declared purposes. Therefore, the Department has approved the continuation of the Commission for five more years, through September 30, 2020.

The California Blueberry Commission is a State marketing program that conducts promotion, export market development, scientific research, education, and data collection and dissemination activities relating to California's blueberry industry. These activities are funded by mandatory assessments levied upon all California blueberry handlers and producers with more than five acres of production.

If you have questions regarding this notice or the activities of the Commission, please call Alexander Ott, Executive Director of the California Blueberry Commission, at (559) 221-1800 or Joe Monson with the Department's Marketing Branch at (916) 900-5018.

Sincerely,

Robert Maxie, Chief
Marketing Branch

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